

32nd Annual Bele Chere Festival

July 23, 24, 25, 2010

WELCOME TO BELE CHERE 2010!

Enclosed is your application to participate in the largest free street festival in the Southeast! Careful selection and screening by experienced jurors, improved planning, communication and logistics, and 100% Committee review of all applications will make this year's Bele Chere a great experience both for exhibitors and festival goers. We hope you'll be a part of it!

FESTIVAL DESCRIPTION

Bele Chere is a free 3-day street festival held the end of July in downtown Asheville, North Carolina each year. A premier tourist attraction in the mountains of Western North Carolina, more than 300,000 people stroll the streets shopping for handmade crafts ranging from jewelry to photography, furniture to pottery, and everything in between. Stages featuring local & national entertainment, children's activities, and a variety of tantalizing foods in food courts complement the fine selection of arts and crafts.

ARTS & CRAFTS GENERAL INFO

All arts & crafts accepted into the festival must be handmade by the exhibitor. There are two application categories.

Arts Park: A showcase for our highest quality arts and crafts exhibitors. Located in a flat parking area on a main street of the festival. "The best of the best."

Standard: Standard arts and crafts booths are located throughout the festival. In addition to the many handcrafted items exhibitors offer, our downtown merchants and local non-profit organizations are invited to participate by establishing booths on the streets as well.

NOTE: If you apply for both Arts Park *and* Standard, you will be considered first for Arts Park. If you are not selected for Arts Park, your work will then be considered for Standard.

ATTENTION: LOCAL EXHIBITORS

Western North Carolina Arts & Crafts exhibitors receive a discount on booth fees! Western North Carolina is defined as the counties of Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Haywood, Henderson, Graham, Macon, Madison, McDowell, Mitchell, Jackson, Polk, Rutherford, Swain, Transylvania, Yancey, and Watauga.

Bele Chere is produced by the City of Asheville Parks, Recreation and Cultural Arts Department in conjunction with the Bele Chere Board of Directors. For more information, call 828-259-5800 or go to www.belecherefestival.com

FOOTPRINT:

Due to downtown construction the Bele Chere footprint will be the same as in 2009.

AWARDS

Bele Chere is proud to announce that awards will be given for 1st, 2nd and 3rd place in both Arts Park and Standard.

A jury of art professionals will determine awards based on quality of work and attractiveness of display.

IMPORTANT 2010 DATES

<i>March 19</i>	Application postmark deadline.
<i>July 23-25</i>	Bele Chere Festival

All Arts and Crafts Vendors will be notified regarding their acceptance/rejection for the 2010 Bele Chere Festival.

INCLUDE WITH YOUR APPLICATION:

Application Fee

\$25 nonrefundable application fee for EITHER Arts Park or Standard ~ or ~ \$35 nonrefundable application fee to apply for both.

Please note that if you submit the \$25 application fee for one category, but do not indicate Arts Park or Standard, you will ONLY be considered for Standard.

Photos

3 slides of work with descriptions and 1 slide of booth display ~ or ~ CD containing 3 photos of work and 1 photo of booth display all in **JPG format**.

If you'd like your slides or CD returned after the festival, please include a self-addressed stamped envelope.



ARTS & CRAFTS APPLICATION

Bele Chere Festival Policies & Procedures: Arts & Crafts

SELECTION

1. **There are two categories of exhibitors: Arts Park & Standard.**
2. **ALL WORK MUST BE PRODUCED BY THE EXHIBITING ARTIST OR CRAFTSPERSON. NO BUY/SELL IS ACCEPTED IN EITHER CATEGORY.**
3. Selection is based on the following: Type & Quality of Work, Booth Appearance, Returning/Local/Regional Exhibitor.

SLIDES/PHOTOGRAPHS

1. **Professional slides or digital photographs on a CD are required for all Arts & Crafts applicants.**
2. You must submit three work slides/digital photographs and one slide/digital photograph showing booth design and a completed and signed application. Your materials can be returned to you after the festival if you enclose a self-addressed/stamped envelope with your application.
3. The non-booth slides/photos must clearly represent ALL work to be displayed during Bele Chere. **Please include a written description of each slide or photograph.**
4. Your booth's appearance will be considered during the selection process. We expect professional, well-designed, and well-lighted booths.

SPACE ASSIGNMENTS

1. Bele Chere will assign a specific space to each accepted exhibitor. This space will be sold for all three days of the festival only. A single space measures 10' wide x 12' deep.
2. Although Bele Chere allows requests for specific spaces or areas, this in no way implies any commitment to fulfill specific requests for booth spaces or areas. Bele Chere is not required to provide a specific area or space requested.
3. The exhibitor may not sublet, assign, donate, or trade its assigned space.

OPERATIONS

1. Festival hours:

Friday, July 23	Noon – 10:00 p.m.
Saturday, July 24	10 a.m. – 10:00 p.m.
Sunday, July 25	Noon – 6:00 p.m.

Move in will begin at 8 p.m. on Thursday. Arts and crafts booths are required to stay open until at least 8 p.m. on Friday and Saturday and until 6 p.m. on Sunday. Booths must be ready for business one half hour prior to start of event each day. Adequate personnel must be provided by exhibitor. Failure to adhere to operational hours without committee approval will result in a warning for first offense, and a \$50 fine for second offense. A third offense or early withdrawal will result in not being considered for future festivals.

2. No vehicles will be allowed in the festival area after the following times. Vehicles are not allowed to re-enter until public safety personnel have determined it no longer presents a hazard to pedestrians.

Friday, July 23	10:00 a.m.
Saturday, July 24	7:30 a.m. (due to 5K Road Race)
Sunday, July 25	10:00 a.m.

There is no reserved vendor lot. There is limited parking in downtown Asheville. Illegal parking will result in towing. A parking map will be provided with your confirmation packet.

3. Bele Chere is an outdoor street festival and will proceed rain or shine. Exhibitors are responsible for their exhibits' rain protection.
4. **All tents must be fire resistant.** The manufacturer's tag claiming fire-resistance must be accessible by public safety inspection personnel.
5. All tents must be firmly secured in case of wind. **Since no staking is allowed, a system such as buckets filled with concrete is required.** No wooden structures allowed. Your tent should be flush with the front of the booth space.
6. A minimum amount of electricity will be provided for lights only at Arts Park. Exhibitors are responsible for providing their own electrical cords for hookup. **Based on OSHA regulations, you must**

have 100 consecutive feet of grounded #12 wire extension cord with three conductors. You need to obtain these in advance, due to limited quantity in the Asheville area. Sorry – no electricity is available for Standard exhibitors. You are encouraged to bring battery-operated lights. **NO GENERATORS will be permitted.**

7. All activities must be conducted within the assigned space ONLY. Sidewalks must remain unobstructed at all times. Failure to comply may result in a \$50 fine.
8. All fines and penalty fees must be paid by cash or check (payable to BELE CHERE) at the time of citation. Failure will result in expulsion from the event and possible exclusion from future events.
9. The participating exhibitor shall comply with all laws, ordinances, rules, and regulations of any lawful authority, agency or governmental unit which apply to the use of its vending unit requirements, including without limitation, any applicable fire and building codes of the City of Asheville. The exhibitor agrees to indemnify and hold harmless Bele Chere, the City of Asheville, its officers, directors, representatives, employees, and agents for any penalties, fines, costs, expenses, or damages from participating exhibitors' failure to comply with such laws.
10. All committee decisions are final.

SECURITY

1. **Bele Chere will provide 24-hour security or police coverage.** However, Bele Chere, the City of Asheville, its officers, directors, representatives, employees, and agents will not be responsible for losses of any kind, whether by fire, theft, physical violence, elements of nature, or any other cause, however originating.
2. Exhibitor acknowledges it is aware that street sweepers will be coming through each night and may cause damage to equipment.

REFUNDS

Written notice of cancellation must be postmarked by May 21, 2010 to qualify for refund. A \$50 fee will be assessed on all cancellations. No refunds will be available after May 21, 2010.

MISCELLANEOUS

The participating exhibitor agrees to accept as binding the decision of the City of Asheville as to any dispute between the participating exhibitor and any other attending person as to any matter not covered by these policies.

TERMINATION

The City of Asheville may at its election, terminate the Bele Chere Festival Rules Agreement between Bele Chere and the exhibitor any time upon the breach of these policies and the accompanying contract. Upon termination, Bele Chere may choose to retain any booth rental and application fees paid by the exhibitor. However, the retention of these fees shall not limit the City of Asheville from pursuing any and all remedies available to them resulting from the exhibitor's breach of this agreement. Further, The City of Asheville shall have the option to permit any other person to use the space allocated to the exhibitor who is so terminated.



ARTS & CRAFTS APPLICATION

EXHIBITOR NAME: _____ COMPANY NAME: _____

ADDRESS: _____ CITY, STATE & ZIP: _____

DAY PHONE: _____ EVENING PHONE: _____

Bele Chere is moving forward in the greening efforts and towards making applications available by email and online only. Please provide your email address so we can email you Bele Chere information.

EMAIL: _____ WEBSITE ADDRESS: _____

CATEGORY (One category for \$25 application fee or both categories for \$35): Arts Park Standard

BOOTH SIZE: 10' x 12' \$300 (Local \$250) 15' x 12' \$450 (Local \$375) 20' x 12' \$600 (Local \$500)

MEDIUM (All items must be handmade by the exhibitor. No buy/sell):

- | | | | |
|---|--------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Ceramics/Pottery | <input type="checkbox"/> Fiber | <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Metalwork | <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Painting/Drawing | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Sculpture | <input type="checkbox"/> Wood | <input type="checkbox"/> Other (specify) _____ | |

Have you exhibited at Bele Chere before? Yes No If yes, please list year(s): _____

My tent is manufacturer certified fire resistant. Yes No

(Note: All tents in Bele Chere must be manufacturer certified fire resistant.)

In my display I plan to use an open flame Yes No If yes, explain how _____

Method Of Payment For Non-Refundable Application Fee Only

- My check payable to Bele Chere is enclosed.
- Charge my credit card. Visa/MasterCard Number _____

Exp. Date _____ 4 Digit Security Code _____ Billing Zip Code _____ Signature _____

I acknowledge that, if accepted, I agree to comply with the Bele Chere Festival Rules included with this application, and agree to be bound by and comply with all of those documents. I understand that if I have misrepresented my work or violated any regulation, the City of Asheville may remove any objectionable work or terminate my participation without refund. I understand that it is my responsibility to pay all NC State taxes. I further understand that the City of Asheville is responsible for making final decisions with regard to Bele Chere operations and I agree to abide by their decisions. I release the City of Asheville, Bele Chere, its Board of Directors and any festival representative from any responsibility for theft, damage, or loss.

Signature _____ Date _____

SLIDE DESCRIPTIONS: Describe your work: size, technique, materials, etc. **Be sure to number your slides and put your name on them!**

Slide 1 _____

Slide 2 _____

Slide 3 _____

Slide 4: Booth Display

CHECKLIST

- ✓ Completed, signed application form.
- ✓ Non-refundable application fee: \$25 for either Arts Park or Standard, \$35 to apply for both. **Please do not pay booth fees.**
- ✓ Three slides/digital photographs of work and one of booth with descriptions.
- ✓ Keep a copy of your application for your records.
- ✓ **All materials must be postmarked by March 19, 2010.**

MAIL TO: City of Asheville Parks, Recreation
& Cultural Arts
BELE CHERE 2010 ARTS & CRAFTS
PO Box 7148
Asheville, NC 28802

